

# promotion

Standard five:

5.1 role of promotion

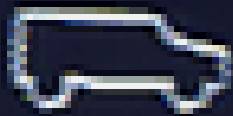
# Standard Five

Students will discover the importance and elements used in developing a promotion mix to market sports businesses.



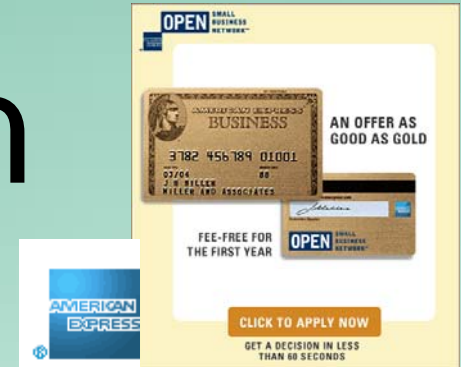
# Promotion defined...

Any form of communication  
a business uses to inform, persuade,  
or remind consumers of its products  
or services.



# Role of Promotion

- Inform



- Persuade



- Remind



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# goals of promotion

1. Increase Sales
2. Increase Awareness
3. Be Competitive
4. Reach Target Market
5. Build Relationships
6. Create/Develop Image



# Types of promotion



1. ADVERTISING
2. PERSONAL SELLING
3. SALES PROMOTION
4. PUBLIC RELATIONS
5. SPONSORSHIP

Company Information:  
Frequently Asked Questions



Company Information:  
Corporate Responsibility





# ADVERTISING

## G

- One way mass communication for a product, service or idea
- Paid for by an IDENTIFIED SPONSOR (advertiser)



# Public relations

- Building a good image in the community
- Focus on company's employee base/community
- Maintains a mutually beneficial relationship between the sports organizations and its public
- Deal with GOOD and BAD aspects of business



Families Helping Families



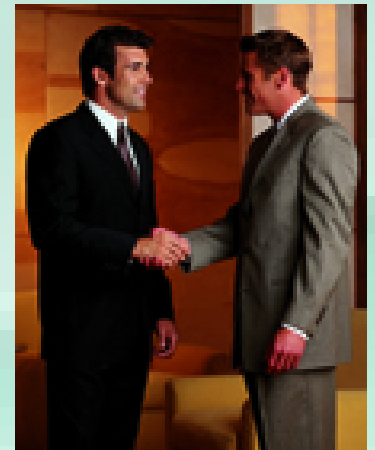


# PERSONAL SELLING

- Interactive Interpersonal Communications (Face-to-Face)
- Designed to build relationships and generate sales
- Influence a consumers purchases and increase satisfaction
- Drawback:::  
most expensive of promotions



Someone's future is hanging in your closet.

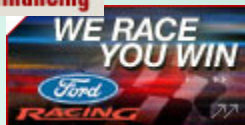


# SALES PROMOTION

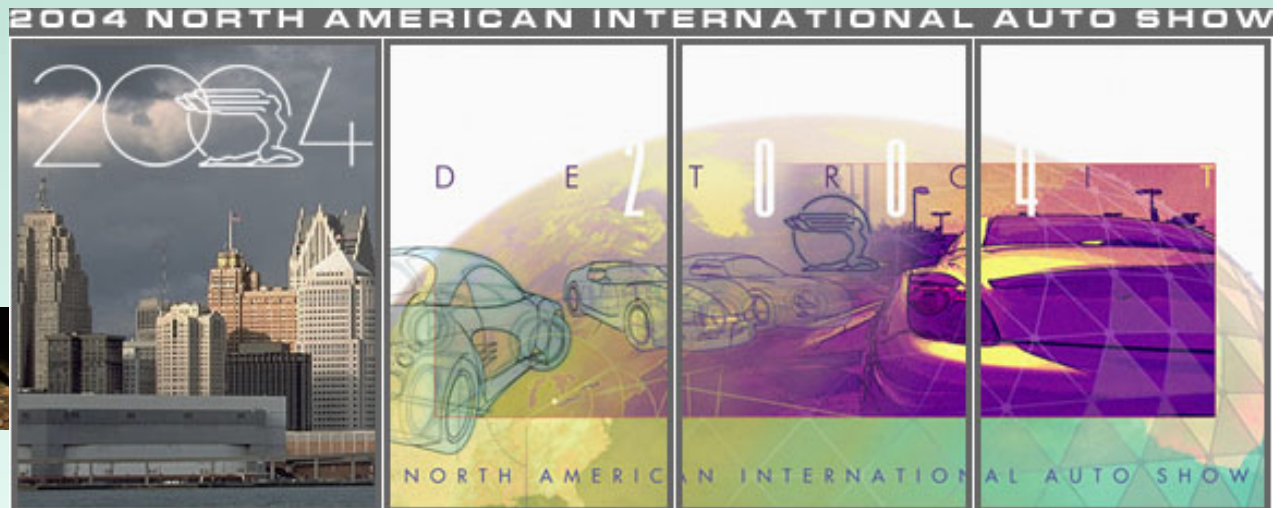
- “SALE” type promotions designed to meet short-term goals
- Helps to create demand for a product or service

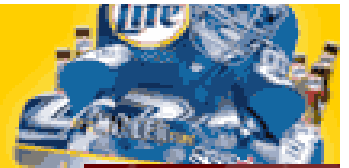


LOW **0.0%**  
apr financing



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# SPONSORSHIP

Typically sponsorship would fall under “Advertising”

Because of the focus of Sports Marketing, sponsorship is discussed as a separate type of promotion



# Promotion Mix

The combination of promotional efforts for a business

- Advertising
- Personal Selling
- Sales Promotions
- Public Relations
- Sponsorships

Identify points of emphasis

& Time commitments

(AD Schedule)



# media TYPES

- Media Type Selection Criteria:
  - Target Market, Cost, Demographics
    - Determined by the goals of each promotion
    - Determined by the goals of the business

Media types:

- Television
- sponsorship
- Print
- signage
- Radio
- event naming
- Outdoor
- cause marketing
- Transit
- Other
- Internet

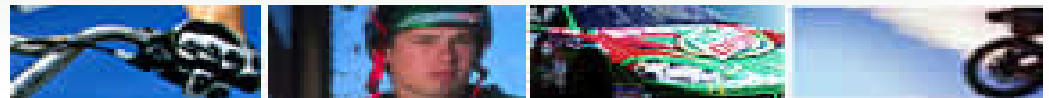
# Advertising Schedule

Promotions are typically Run  
in a group or “Campaign”

Promotions typically  
have a common theme

Promotions typically use  
several media types

An advertising schedule  
organizes promotions &  
media types over a time period.





# Ad Schedule

**TIME** →

**Television**

**Print**

**Print**

**Retailer Promotions**

**Blimp**

**Radio**

**Internet**

**E**

**V**

**E**

**N**

**T**

# Promotion Budgeting

Promotions must be funded and paid for by a sponsor or an advertiser

## Promotional Budgeting types

1. Competitive Parity
  - “Follow the market leader”  
in types and methods of promotion
2. Arbitrary Allocation
  - “What I can Afford”  
budget based on current financial status
  -
3. Percentage of Sales
  - Allocating a set percentage of sales to promotional efforts and campaigns
4. Objective & Task
  - Setting specific goals/objectives and budgeting to achieve those goals



# Promotion Budgeting

## 1. Fund the Primary Promotion

- “main” promotion, campaign, efforts
- Primary focus for the company



## 2. Fund the secondary/co-promotions

- “extra” promotions
- Typically run with retailers
- Provide ways to spur sales
- Provide ways to earn back costs
- Expand exposure/reach of promotions

